

ITALIAN  
MANUFACTURER

# PUMPS IT UP!



CEO Gabriele Bonfiglioli

Marzocchi Pompe is set to capture new opportunities emerging in the post-pandemic market. The Italian manufacturer of premium quality pumps for a wide range of applications has recorded excellent financial performance, and is determined to continue its growth trajectory. Romana Moares reports.

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Carlo Marzocchi

Paolo Marzocchi

Gabriele Bonfiglioli

The last few years have been a period of major changes for Marzocchi Pompe. Three years ago, the company went through a successful management buyout, and the following year it was listed on the Milan Stock Exchange.

As a result, a synergy between family ownership and an outward-facing approach has been achieved, said CEO Gabriele Bonfiglioli.

"The company president, the son of one of the two founders, continues to hold 60% of the business stake, while a 10% share is in the hands of the management team. We as managers ensure the continuity of the business and with two members of the founding family still on board – the representative of the third generation plays a key role in the company, especially in the technical area – there is a continued respect for the business roots and development."

Marzocchi Pompe is a specialist in the design, production and marketing of high-performance external gear pumps and motors which are used in various sectors. The company offers a wide range of products recognised for their high performance and reliability,

covering most of the needs of the market in terms of displacements and interfacing.

The products may be adapted to suit individual customer's requirements in terms of technical characteristics and intended application. Unlike many of its competitors who prefer to offer high-volume production, Marzocchi has adapted its manufacturing processes to be able to produce series batches but also a single product in a specific configuration if required.

## ELIKA launch

Product development has been one of the drivers of the business and is an area of continued investment. Following a long phase of research and development, the company is proud to offer its ELIKA product range, a low-noise, high-efficiency, low-pulsation gear pump, which covered by two patents.

ELIKA is the ideal solution regarding a wide range of specifications such as rotation speed, operating pressure and viscosity. The structure of the ELIKA pump minimises leaks and maximises volumetric efficiency in all conditions. ELIKA is therefore particularly





suited for applications which use inverters or variable-speed drives to regulate the speed of actuators.

“The launch of our ELIKA range of products is an important part of our commercial strategy and an element that is expected to drive future growth,” said Mr Bonfiglioli. “We are planning to expand the ELIKA range with a new product family that is going to be launched soon, as well as with sub-families designed for some specific needs of final users.”

### A good year

Despite challenging market conditions over the last 18 months, the company achieved exceptional financial results in the first six months of 2021. Consolidated net revenues came to €20 million, representing an almost 30% year-on-year increase, confirming a strong recovery trend, bringing revenues back to pre-Covid levels.

Gabriele Bonfiglioli commented: “The commercial and financial achievements of the first half of 2021 confirm the solid market positioning of the company and its great capability to respond promptly and effectively to customer requests: these are the key success factors that have allowed Marzocchi Group to quickly

reposition itself to pre-Covid levels, coming out stronger from this historic phase, ready to seize all the growth opportunities that may arise.”

He further pointed out that the company has experienced no problems with shortage of materials at any point in time during the market fluctuations, to the credit of its long-term trusted suppliers.

“We produce many critical components in-house and maintain a fine balance of parts made and parts purchased. We have always nurtured solid relationships with the strategic suppliers that complete our production flow.

“In fact, our suppliers become our partners even before they become suppliers – we develop together the technologies to make our products; they are fundamental to our success. Thanks to our reliable suppliers, we never had to stop production even for a minute during these unprecedented times.”

As such, the company is well positioned to meet rising market demand.

“All signs indicate that the market is indeed picking up, as large companies need to launch new products as well as reduce fixed



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costs in the post-pandemic environment,” commented Mr Bonfiglioli. “We are a technical partner to our customers from the product design stage and can offer a tailor-made approach; this is a very strong competitive advantage.”

### The human factor

The way forward is clearly set for Marzocchi Pompe, affirmed Mr Bonfiglioli, confirming that further investments are planned in research and development, not only to introduce new products but also to further enhance the production process.

An increase in capacity is also on the agenda. Plans to launch an extension of one of the company’s two production facilities at Zola Predosa was agreed just before the onset of the pandemic, but had to be put on hold. But now, these plans are once again ready to materialise.

Demand is increasing for high-tech products of premium quality, something that Marzocchi Pompe has always promoted. This, coupled with the company’s high degree of flexibility, makes

the manufacturer a valued partner, able – with the help of its suppliers – to meet the requirement for a dramatically shortened time to market.

“The pandemic has further highlighted the importance of the human factor. We have always valued our employees and a reinforcement of the team spirit has been one of the positive consequences of the pandemic,” noted Mr Bonfiglioli, adding that he and his managers walk through the production facility every day, staying close to the people and the process.

In concluding, he highlighted the need to support the next generation of engineers.

“Industry has an important role in the restart of the economy. Interest in technical education has suffered a decline, and this trend needs to be reversed. It is crucial for governments to support and promote the involvement of youngsters in the corporate world while they are still in education to raise their enthusiasm and to inject new blood to the industry to drive the economy forward. Marzocchi Pompe is proud to play daily its role on this.” ■

